

From: [Fanning, Cynthia](#)
To: [Gray, David](#)
Cc: [Taheri, Diane](#); [White, Terri-A](#); [R6HarveyInfo](#); [Biggs, Tonia](#)
Subject: HH2017COM0904 -- READ ME -- Request for Social Media Analysis from USCG
Date: Monday, September 4, 2017 10:14:04 AM

Please advise.

Sent from my iPhone

Begin forwarded message:

From: Uscg Piat <uscgpiat@gmail.com>
Date: September 4, 2017 at 8:58:44 AM CDT
To: fanning.cynthia@epa.gov
Subject: EPA - Social Media

Good morning, Ms. Fanning.

I'm Thomas McKenzie with the U.S. Coast Guard National Strike Force Public Information Assist Team presently attached to the EPA ICP here in Corpus.

I was referred to you by Ms. Jamie Acevedo. I've read the EPA's general media monitoring and analysis reports but I'd like to review your social media analysis for the past week. I'd like to do an analysis of the public and media focus as soon as possible.

1. Twitter: Would you happen to have a current social media analysis of your feeds during Hurricane Harvey? I'd be interested in anything that leans into the ESF 10 pollution concerns or mentions Superfund sites impacted by the storm. I'd like to get a clear picture of all hashtags, positive or negative conversations, impressions, and retweets/reposts.

2. Facebook: What kinds of comments are you getting? How much traffic did the AP Story on Superfund sites generate? When did it appear? Have you gained or lost followers?

3. Flickr or Instagram: Does the EPA use a social imagery feed? What kind of comments are you getting?

If you would, please, send those reports at your earliest convenience. Again, this is just for the past week during Harvey.

My number here is [202-716-9181](tel:202-716-9181) should you have any concerns.

Thank you for your valuable time!

v/r,

PAC Thomas McKenzie
PIAT